

Appendix A

QUALITATIVE RESEARCH FINDINGS—ALABAMA

The statistics on broadcasters' community service are impressive, but they don't tell the whole story. To get an idea of the true flavor of local broadcaster public service performed every day in Alabama, we conducted in-depth interviews with television and radio station executives across the state. The result: lots of great stories about how different stations in different communities are devoting substantial resources—including money, airtime, staff time and more—to the unique needs of their communities and others.

The following is just a sampling of some of the stories we have collected about Alabama broadcasters' public service activities in 2003.

Helping the Needy

In the 13th year of its Can-a-Thon food drive, **WAFF-TV in Huntsville** collected a record total of 261,000 pounds of canned and non-perishable food items for charities serving individuals and families in need in North Alabama. The end-of-the-year campaign culminated in a one-day, on-air push on WAFF, with station personalities broadcasting live from food drop-off locations throughout the station's viewing area. "This was the 13th year, and it gets bigger and better every time," said WAFF Vice President and General Manager Lee Meredith. The station, he added, lined up partner agencies throughout the area to ensure that all of the food collected in each county benefited that county's needy residents.

The annual Angel Tree promotion teaming the Salvation Army with **WKRG-TV in Mobile** was a huge success in 2003, mobilizing area residents to grant the holiday wishes of 4,500 needy children and families. The campaign encouraged area residents to provide holiday gifts to needy families by "adopting" angels placed on holiday trees throughout the community. To support the campaign, WKRG aired an intense schedule of PSAs featuring the station's news anchors asking residents to visit area Angel Trees and do their part to help the needy. The station also produced and aired news stories about the effort, including follow-up stories on some of the appreciative families who had received Angel Tree gifts. In addition, WKRG adopted 10 angels itself, with every employee contributing at least a dollar to the effort. "We really enjoy doing this as a station, and it gives everyone a chance to contribute," said WKRG Community Affairs Director Deborah Kennedy.

Toward the end of the year, **WTVY-TV in Dothan** teamed up with the Wiregrass Area United Way Food Bank to collect more than 2.5 million pounds of food for distribution to hungry individuals and families throughout the area. According to David L. Hanks, the food bank's executive director, the food collected during the holiday-season campaign was enough to provide more than 1.6 million meals. WTVY's role in the drive included airing live broadcasts from food drop-off locations, as well as PSAs and news stories about the effort. "The Food Bank appreciates your continued involvement and community spirit," Hanks wrote in a letter to WTVY.

The annual “12’s Day of Giving” drive organized by **WSFA-TV Channel 12 in Montgomery** had a record year in 2003, collecting more than 5,400 pounds of food, 2,600 toys and thousands of dollars in cash contributions for needy families in the area—and all of it in one day. On December 12, WSFA set up shop in a community location, with station personalities airing live broadcasts throughout the day asking people to drop by with contributions of food, toys or cash. The station also provided live coverage of the charity drive during the day’s morning and evening newscasts. WSFA coordinated with three local charities to insure that the contributions were distributed efficiently to families in need. The station’s partners in the effort included the Montgomery Area Food Banks, the Marine Corps’ Toys for Tots program and Christmas Clearinghouse, a project of the Volunteer and Information Center (VIC) that takes applications for holiday assistance from families in need.

WAGG-AM, WBHJ-FM, WBHK-FM AND WRJS-AM in Birmingham drew more than 12,000 area residents to the stations’ “Convoy of Hope” on March 8. During the day-long event, residents in need were given free groceries, free health screenings, haircuts and more, while children could participate in various games and other fun activities. The event started early in the morning when three tractor trailers loaded with donated groceries pulled into Birmingham’s Legion Field. The radio partners played an integral role in encouraging donations of the groceries and other donated goods and services.

Drug Abuse Awareness and Prevention

During 2003, the weekly public affairs program, “Tennessee Valley Today,” on **WKEA-FM and WMXN-FM in Scottsboro** became a forum for providing urgent information to area residents on the growing problem of methamphetamine use. According to the stations’ operations manager, Campbell Smith, Jackson County is second among Alabama counties in the number of meth labs located within county borders. WKEA and WMXN invited local law enforcement officials and representatives of organizations such as Narcanon to appear on “Tennessee Valley Today” throughout the year to talk about the problem and to alert area residents to what they can do to stop it. The stations also aired PSAs on drug abuse and the meth crisis during 2003, Campbell said.

Community Health

In April 2003, **WHNT-TV in Huntsville** hosted its third annual telethon to benefit United Cerebral Palsy (UCP) of Huntsville and the Tennessee Valley. This live event aired for three-and-a-half hours on a Sunday afternoon in April and collected more than \$140,000 to support UCP’s work. In addition to the on-air broadcast, WHNT set up a family-oriented carnival in the station parking lot with clowns, musical groups and more. Broadcasting live from the carnival, WHNT anchors encouraged viewers to stop by with their families or call in pledges. To make sure everyone knew the event was coming up, the station aired news stories and PSAs well in advance, making sure viewers knew about the important work that UCP does for local children with disabilities.

After identifying a need for handicapped-accessible recreational and picnicking equipment in the otherwise beautifully appointed city park, **WKMX-FM in Enterprise** teamed up with the Enterprise Rotary Club to raise \$75,000 to make it happen. The station launched the fundraising campaign with a week of afternoon and evening events in the park featuring Santa Claus, station personalities, music and a carousel leased from a company in Georgia. The “Christmas in the Park” celebration was such a hit with the community, according to WKMX Executive Vice President and General Manager Terry Duffie, that the mayor’s office has decided to make it an annual event. As of December 31, 2003, WKMX and the Rotary had collected \$30,000 toward the \$75,000 goal for the new park equipment. The station was planning a spring 2004 event to wrap up the fundraising effort.

Crime Prevention and Community Safety

Every week, viewers of **WDFX-TV in Dothan** tune into “Wiregrass Law” to get a clearer picture of the issues and problems confronting local police—and how the community can help. During 2003, the program, which airs at 9 p.m. on Saturdays, devoted considerable attention to the issue of drug abuse in the community—for example, alerting parents and teens alike about the dangers of methamphetamine and how to spot a meth lab. Other programs included “ride-alongs” with police as they issued speeding tickets, arrested drunk drivers, and investigated arson cases and other crimes. “It’s a real education for people—and we are pleased to say that a lot of people watch it,” said WDFX’s Reneé Rutledge. “The idea is to educate people about the consequences of crime by making it more visible.” She added: “You definitely don’t want to be featured on this program, that’s for sure.”

Cancer Education and Research

The February 2003 Chili Cook-Off cosponsored by the American Cancer Society and **WKSJ-FM in Mobile** raised \$95,000 to support cancer education and research. During the day-long event, 90 chili-cooking teams competed for trophies, with members of the community paying \$15 each to sample the chilis of their choice. Pig races and performances by live bands rounded out the fun-filled day, which was promoted with a heavy schedule of PSAs and live broadcasts on WKSJ.

Education and Youth

Five days a week during the drive-time hours, the superintendent of the Dallas County School System appears on **WHBB-AM and WDXX-FM in Selma** to talk about issues confronting the 12,000-student school system. “Dallas County School Connection” airs twice daily—once in the morning and once in the evening—and provides the superintendent, Wayne K. May, with an opportunity to discuss issues from drug and crime prevention in the schools to the importance of parent involvement in education. “Public education is the major issue in our community, said WHBB/WDXX President

and CEO Mike Reynolds. “And, as local broadcasters, we want to do everything we can to support the schools.”

Celebrating Diversity

During Black History Month in February, **WBHK-FM in Birmingham** sponsored its second “From the Back to the Front of the Bus Tours.” The weekly tours allowed area residents to take a free chartered bus tour of historic landmarks of the civil rights era. Each week, the bus was filled to capacity as expert tour guides pointed out local landmarks and encouraged contributions to Project Share, which helps elderly residents pay their electricity bills. In a related effort, WBHK hosted an African American Movie Marathon at Birmingham’s historic Carver Theatre/Alabama Jazz Hall of Fame.

American Red Cross

Even since the tragedy of September 11, 2001, **WMXS-FM in Montgomery** and the local chapter of the American Red Cross have been working together on a weekly on-air feature called the “Red Cross Minute.” While millions volunteered to give blood in the days and weeks after 9-11, what many did not realize is that blood is needed all year around. As a result, WMXS welcomes a spokesperson from the local American Red Cross every Wednesday morning on the Mix More Music Morning Show to update and educate the station’s listeners about the need for blood. In addition, the Red Cross uses the time to talk about the numerous other emergency services it provides.

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QUALITATIVE RESEARCH FINDINGS—ALASKA

The statistics on broadcasters' community service are impressive, but they don't tell the whole story. To get an idea of the true flavor of local broadcaster public service performed every day in Alaska, we conducted in-depth interviews with television and radio station executives across the state. The result: lots of great stories about how different stations in different communities are devoting substantial resources—including money, airtime, staff time and more—to the unique needs of their communities and others.

The following is just a sampling of some of the stories we have collected about Alaska broadcasters' public service activities in 2003.

Putting Children First

Late in the year, **KASH-FM, KBFX-FM, KGOT-FM, KYMG-FM and KENI-AM in Anchorage** played a key role in a high-profile fundraising effort for Wish Upon the North Star, an Alaska charity that grants the wishes of terminally ill children in the state. The stations have established an ongoing partnership with the charity, which canvases doctors' offices and hospitals to identify children who could benefit from its services and then raises money to grant their wishes. Through PSAs, special events and other promotions, the stations have helped the charity grant wishes ranging from a shopping spree with friends and a trip to Disney World to an opportunity to ride in the famed Iditarod dogsled race. Among the stations' many activities: a September teen dance organized by KGOT that netted \$3,000 for Wish Upon the North Star.

The KVAK Kids Club started by **KVAK-AM/FM in Valdez** gives children from kindergarten through sixth grade an after-school outlet for learning and creativity. On the first Thursday of each month, fourth, fifth and sixth graders visit the KVAK studios in the afternoon to rehearse and record PSAs on issues from seasonal safety to saying no to drugs. The kids also develop the topics and edit the scripts for the spots. KVAK airs the club members' PSAs two to three times a day all year long. "We find this is really an opportunity for children who aren't necessarily involved in sports and other activities to explore their talents," said KVAK's Laurie Prax. Members of the KVAK Kids Club receive a quarterly newsletter from the station and get to have their birthdays announced on the air. At the end of 2003, the club had approximately 100 members.

The Green and White Spring Soiree hosted by **KYMG-FM in Anchorage** collected \$15,000 for Children's Hospital at Providence. Held in April and attended by more than 200 people, the ritzy event featured a performance by a locally acclaimed pianist, as well as a silent auction and an educational program about the many life-saving services provided at Children's. Funds raised at the soiree helped pay for new covers for the isolettes that are used to transport infants to Children's from bush communities throughout the state. According to KYMG Marketing Director Suzy Gerow, the new covers make it easier for nurses to administer to the infants' needs during life flights into

Anchorage. The 2003 soiree was such a success—with KYMG soliciting area businesses to donate and buy tickets—that the station is planning to make it an annual event.

For two days in March, **KMXS-FM in Anchorage** moved its broadcast operations to a community location and encouraged listeners to drop by with contributions for the Make-a-Wish Foundation. With on-air appearances by Anchorage Mayor George Wuerch and other local notables, the station's Second Annual Make-a-Wish Radiothon collected more than \$26,000 for the national charity that grants wishes to children with life-threatening illnesses. All proceeds from the radiothon funded the wishes of Alaska children, many of whom were featured during the broadcast, along with their wishes.

Cancer Awareness and Research

During December, **KNOM-AM/FM in Nome, Alaska** spent a week promoting free mammograms offered by the Alaska Breast Cancer Detection Center to residents of the remote village of Emmonak. "A very belated thank you for your efforts and the services of KNOM in making the turnout in Emmonak for mammograms the best ever," wrote one of the center's board members, Carter Crawford, in a letter to the station. According to Crawford, more than 40 women turned out for the mammograms, and many of the patients said they had heard about them on KNOM. Serving a population in remote northwest Alaska with high rates of poverty, suicide and illness, KNOM works hard to reach isolated Eskimo and Indian villages with vital information about health and safety, marine weather, hunting and fishing, employment opportunities and more. "There is absolutely no more powerful medium in these towns and villages than radio, and KNOM ranks at the top," according to Crawford.

A February radiothon on **KBRJ-FM in Anchorage** for St. Jude Children's Research Hospital in Memphis, Tennessee, collected \$144,000 to support the hospital's services for children with cancer and other life-threatening diseases. "It was our best year ever," said KBRJ Promotions Director Lindsay Silver, noting that the station has been working with St. Jude since 1997. For two full days, KBRJ interspersed its regular music programming with informational pieces about the work of St. Jude and regular appeals to listeners to phone in with their pledges. As part of the programming, the station brought in local children who had been to St. Jude for treatment and aired interviews with doctors and nurses at the hospital talking about the life-saving work they do.

The annual Country Cares for Kids radiothon on **KIAK-FM in Fairbanks** raised \$73,000 for St. Jude Children's Research Hospital. The two-day event in April got the whole KIAK staff involved in answering phones and producing on-air appeals for contributions. "It is an all-station operation that, in a relatively small market, collects a big amount of money for a great cause," said KIAK Promotions Director Chrys Castle.

Helping the Needy

For the sixth year in a row, **KVOK-AM and KRXX-FM in Kodiak** organized an on-air auction on behalf of the Salvation Army that collected more than \$2,000 for the charity.

Throughout 2003, the stations appealed to businesses and local artists and others to donate items for the auction, and then for six days in December KVOK and KRXX devoted an hour or more of their morning programming to soliciting bids. Contributions in 2003 included everything from bikes and carpeting to a diamond bracelet valued at \$1,500. "This is a really big deal for us," said the stations' Ellen Mahle. "We have a small staff and it really takes a lot of everyone's time—and all for a great local cause."

KXD-TV and KAFX-TV in Fairbanks helped the Fairbanks Food Bank collect 50,000 pounds of food during an annual drive conducted in cooperation with the Alaska State Fair. The Canned Food Drive is a one-day event that provides free admission to the fair if you bring three cans of food. KXD and KAFX spent up to three weeks promoting the drive through PSAs and news coverage and then followed up with a series of spots thanking the community for their record-breaking contributions. Since the stations became involved in the effort eight years ago, collections from the drive have increased fivefold thanks to heavy promotion on KXD and KAFX.

In 2003, **KTVA-TV in Anchorage** joined with three local charities for the first time to support a back-to-school campaign to collect school supplies and coats for needy children. The HUGSS (Helping Us Give School Supplies) campaign is a partnership of Catholic Social Services, the Salvation Army and the Lutheran Church. KTVA supported the effort by airing PSAs and news stories and by volunteering the station's news anchors and other staff to support sorting and other campaign activities. All totaled, HUGSS ensured that nearly 4,000 children were better prepared to start school in the Anchorage area. According to Promotions Manager Cindy Boisvert, KTVA's support for the campaign is a natural extension of its longstanding efforts to help needy children in the area. Every year, the station's Toys for Tots campaign collects thousands of holiday gifts for appreciative kids throughout Alaska.

KWHL-FM in Anchorage teamed up with the local Marine Corps to collect more than 4,000 toys and cash contributions of \$26,000 for Alaska Toys for Tots. The station devoted an entire week to the effort in early December, setting up shop in a motor home outside a local shopping mall and asking people to visit with their donations. "This year was phenomenal," said KWHL Promotions Director Lindsay Silver of the station's 12th annual Toys for Tots campaign. All contributions to the campaign, she explained, help ensure a happy holiday for disadvantaged children in Anchorage and in bush communities throughout Alaska.

Promoting Literacy and Reading

The Spring Book Sweep for the Literacy Council of Alaska collected more than 13,000 books, thanks in large part to a promotional push by **KAKQ-FM, KIAK-AM/FM and KKED-FM in Fairbanks**. The annual campaign called on area residents to consider donating books as they engaged in their annual spring-cleaning rituals around the home. To support the effort, the four radio stations conducted on-air interviews with members of the Literacy Council and aired PSAs and other announcements encouraging listeners to drop off gently used books at the stations' studios and other locations. An important goal

of the 2003 campaign was to restock the Literacy Council's shelves so that it could continue its efforts to encourage Alaskans of all ages to discover the joy of reading.

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QUALITATIVE RESEARCH FINDINGS—ARIZONA

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The following is just a sampling of some of the stories we have collected about Arizona broadcasters' public service activities in 2003.

When Disaster Strikes: Answering the Call

KGUN-TV in Tucson responded to the horrific forest fires that struck the Catalina Mountains in typical fashion: by airing extensive news coverage so residents could stay safe and by organizing a relief effort to help hundreds of people who were forced out of their homes. The June fires destroyed 350 homes and at one time forced a full-scale evacuation of the northern part of Tucson. In addition to the stations' four hours of daily news coverage, KGUN regularly cut into its other programming to carry press briefings by the mayor and other officials and to issue new alerts as conditions changed. With the fires still raging, the station organized a Stuff the Bus campaign with the city bus company to collect emergency supplies for displaced homeowners, as well as sunscreen, water and other items for firefighters. Later, KGUN joined with other broadcasters to organize a day-long fundraising effort to help a fire department in one of the ravaged mountain communities cover the costs of a new firetruck that had been purchased in the weeks immediately preceding the fires. As a result of live broadcasts throughout the day encouraging people to contribute to the effort, KGUN and its partners raised \$200,000 to pay for the truck.

Putting Children First

Since establishing their own nonprofit organization, the morning team of Tim Hatrick and Willy D. Loon on **KNIX-FM in Phoenix** have raised more than \$200,000 to help the city's children. Among the many causes supported by Tim and Willy's Kids Fun-Dation are the Neighborhood Center in downtown Phoenix, the Muscular Dystrophy Association and the A.C. Green summer camps for underprivileged young people. Tim and Willy raise funds for their foundation throughout the year—through CD sales, sales of country music memorabilia and special events.

Protecting the Environment

With the southwestern United States facing continuing drought conditions, **KYBC-AM, KVRD-FM and KZGL-FM in Cottonwood**—together with **KKLD-FM in Prescott Valley** and **KVNA-AM/FM in Flagstaff**—launched a campaign in 2003 to promote

water conservation. The “Every Drop Matters” campaign centers on a series of 30-second PSAs that remind the public that they are living in an arid region and suggest ways to conserve water. Among the scripts: “We must all start conserving water now. Here is how you can help: water your outside plants before sunrise or after sunset; plant indigenous plants that don’t require a lot of water; and don’t leave the hose running while washing your car.” According to the stations’ general manager, David Kessel, they have received a number of complimentary letters and acknowledgments from city and county officials commending the campaign.

Helping Neighbors in Need

A holiday-season campaign on **KYMA-TV in Yuma** encouraged viewers to visit their local grocery store and make a donation to a local agency serving homeless and needy individuals and families. Grocery stores throughout Yuma County participated in the effort, which enabled shoppers to purchase a special gift card at the checkout counter for the Crossroads Mission, a Yuma-based nonprofit organization. KYMA anchors Perette Godwin and Carlos Vergara appeared in PSAs and news reports on behalf of the campaign. On Thanksgiving and Christmas, the duo served holiday meals at the mission.

KPNX-TV in Phoenix joined with the *Arizona Republic* to organize and fund a wide-ranging holiday-season initiative to raise funds for local nonprofit organizations. The Season of Sharing effort collected more than \$2.5 million for charities working to help children and the elderly and address problems from homelessness and hunger to domestic violence. The fund drive began before Thanksgiving and ended in late January. KPNX supported the campaign with on-air PSAs and regular news features, including profiles of the beneficiary organizations.

Embracing Education and Youth

The Spanish-language station **KTVW-TV in Phoenix** launched a new initiative in 2003 to encourage teachers, parents and students to do everything in their power to start the school year right. The “Start Smart” campaign teamed KTVW with the Tempe and Phoenix elementary school districts, whose superintendents visited the station’s studios to record PSAs in support of the effort. The message: get your supplies in order; make sure your children are registered; and visit with your child’s teacher. “How you start the school year makes a big difference,” explained KTVW’s Jess J. Flores, noting that the campaign also included t-shirts, door hangers and other promotional items. The Smart Start campaign builds on the success of another KTVW effort that employs PSAs and news coverage to link the city’s burgeoning Latino population to bilingual information on post-secondary scholarships, registration and college requirements.

Late in 2003, **KTVK-TV, KMSB-TV and KTTU-TV in Phoenix, Arizona** launched a six-month effort to raise awareness of major education issues facing the state. Running through March 2004, “Educating Arizona’s Families” included regular news reports on topics from early brain development and learning readiness to dropout prevention and school accountability. The stations focused on one major topic each month, producing as

many as two dozen stories per topic. Then, in weekly public affairs programs and mid-day newscasts, the stations invited experts to comment and provide insights on key issues facing parents, students, teachers and others.

Supporting the Troops

As the war in Iraq got under way in March, **KZZP-FM “KISS-FM” in Phoenix** launched a high-profile campaign to show support for U.S. troops. Operation H.O.T. (Help Our Troops) called on KZZP listeners to visit one of six outdoor billboards in the Phoenix area to sign messages for the soldiers. During live broadcasts from the billboard locations, the station’s on-air personalities interviewed residents who had come out to show their support. “The campaign was an overwhelming success, with wall-to-wall messages on all of the six outdoor billboards in Phoenix,” said KZZP’s Vicki Fiorelli. Fiorelli added that KZZP sent pictures of the billboards, along with tapes of the live broadcasts, directly to Iraq so the troops could know that Phoenix was thinking of them.

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QUALITATIVE RESEARCH FINDINGS—CALIFORNIA

The statistics on broadcasters' community service are impressive, but they don't tell the whole story. To get an idea of the true flavor of local broadcaster public service performed every day in California, we conducted in-depth interviews with television and radio station executives across the state. The result: lots of great stories about how different stations in different communities are devoting substantial resources—including money, airtime, staff time and more—to the unique needs of their communities and others.

The following is just a sampling of some of the stories we have collected about California broadcasters' public service activities in 2003.

When Disaster Strikes: Answering the Call

KABC-TV, KABC-AM, KLOS-FM and KSPN-AM in Los Angeles collected more than \$1 million to support the work of the American Red Cross as it set out to help victims of the November wildfires in Southern California. The fundraising total included donations made during a Red Cross fundraiser held at the Staples Center, as well as contributions made in response to a coordinated on-air campaign launched by the stations.

During the first few days of the southern California wildfires, **KCBQ-AM and KPRZ-AM in San Diego** featured continuous coverage of the devastation and brought in fire and emergency experts to help listeners understand what was happening and how to stay safe. The stations also compiled and broadcast extensive listings of the specific needs of people and families in the affected areas. Thanks to the stations' hard work, listeners knew exactly what they could do to help, as well as where to call and how to deliver needed money, food, clothing and other relief items.

Helping Neighbors in Need

Morning host Peter Tilden on **KZLA-FM in Los Angeles** received the 2003 Friend of the Family Award from Los Angeles Family Housing (LAFH) in recognition of a charity Tilden started to support the agency's services for the homeless. Tilden's Children is an independent fundraising operation that raises funds and supplies for LAFH at several events throughout the year. In September 2003, for example, Tilden and KZLA hosted Hugs for Homework, an event that filled two RVs with donated school supplies for children from homeless families. In other activities in 2003, tickets for the second annual Tilden's Children Christmas Concert sold out in two days, raising \$30,000 for the children at LAFH.

"Live from the Archives" is a CD series produced by **KFOG-FM in San Francisco** to benefit Bay Area Food Banks and its work providing millions of meals to help feed disadvantaged children, families in crisis and others. The 2003 CD featured live recordings from top artists such as John Hiatt, Coldplay, Jackson Browne, Tori Amos and

Steve Winwood. Over ten years, KFOG's "Live from the Archives" CDs have raised \$2.5 million for the charity. In 2003, as in past years, 35,000 copies of the CD sold out in a period of just days. "We greatly appreciate the generosity of the people of KFOG, the artists, the local studios, and FOGHEADS for making the 'Live from the Archives' series such a success," wrote San Francisco Food Bank Executive Director Paul Ash in a letter to the station. "It keeps getting better and better every year!"

On June 7 and 8, **KSCA-FM in Los Angeles** and its singing DJ, Renán Almendarez Coello, hosted a 60-hour radiothon, "Va por Guadalajara!" benefiting the "niños de la calle," the street children of Guadalajara. Renán broke his previous record of 58 hours broadcasting live and collected more than \$605,000 in the process. The funds will help build a village in Guadalajara where as many as 300 children and their mothers can get the shelter, education and refuge they need. "Va por Guadalajara!" was the first major event undertaken by the nonprofit El Cucuy Foundation, founded by Renán in 2002 to serve the poor and unfortunate, with generous support from the Hispanic Broadcasting Corporation.

In the 17th year of a holiday-season partnership with the Salvation Army, **KSBW-TV in Salinas** collected \$65,000 in contributions, plus 35,000 pounds of food and 10,000 toys, to help disadvantaged families along California's central coast. The Share Your Holiday campaign was a one-day drive on Friday, December 12. KSBW broadcast live reports from dawn to dusk from six locations throughout its viewing area where residents could drop off cash contributions, food and toys. In the weeks leading up to it, the station aired extensive promotional coverage of the campaign in PSAs and news reports. "Despite a mixed economy, we saw a 17-percent increase in cash donations," said KSBW President Joseph W. Heston.

Protecting the Environment, Keeping Communities Clean

KOZT-FM "The Coast" in Fort Bragg played a starring role in the success of the 32nd Annual Salmon Barbecue, an event that benefits a local organization dedicated to restoring breeding environments for the North Coast's dwindling salmon population. Altogether, the event raised nearly \$80,000 for the Salmon Restoration Association, which operates salmon hatcheries and works to maintain and protect watersheds throughout the area. All full-time KOZT staffers volunteered at the event, and the station broadcast live from the scene throughout the day. In addition, KOZT aired 70 promotional announcements in the weeks leading up to the barbecue and maintained a page and link on its website for both the event and the Salmon Restoration Association. In related efforts, KOZT cosponsored the 2003 California Coastal Cleanup, broadcasting more than 50 public service announcements in support of the event, as well as live updates.

Once again, **KGO-AM in San Francisco** was instrumental in the success of the 2003 California Coastal Cleanup, which attracted 35,000 volunteers to pick up more than 450,000 pounds of trash throughout the state. The event is a lively, fun day at the beach where people are given gloves and garbage bags and set off to clean up the coast. Ten

KGO staff members participated, and the station devoted 50 promotional announcements and 45 PSAs to promoting the event, as well as news and talk show interviews, website exposure and a live remote broadcast. The total value of the station's on-air support was nearly \$75,000. KGO also provided breakfast and incentive prizes to hard-working volunteers at one of the cleanup sites. "Thank you for believing so strongly in the commitment to our coastal environment and for finding so many ways to help us get the word out in the Bay Area. It makes a huge difference," wrote the California Coastal Commission's Judi Shils in a letter to the station.

Embracing Education and Youth

The Knowledge is Power Foundation was launched ten years ago by **KPWR-FM in Burbank** to combat youth illiteracy, gang violence and teen unemployment. By helping at-risk and disadvantaged Latino youth obtain employment through education and job-training programs, the foundation hopes to "increase the peace" on the streets of Southern California. Since its inception, the foundation has raised over \$2.7 million to help various organizations such as PUENTE Learning Center, A Place Called Home and Jobs-Not-Jails. Included in that total is more than \$230,000 donated directly to local schools for under-budgeted programs in areas from environmental beautification to music.

During her regular "Beating the Odds" reports on **KRON-TV in San Francisco**, anchorwoman Wendy Tokuda profiles extraordinary high school students who are rising above tough circumstances and achieving academic success. The stories—which focus on children growing up homeless or without parents or facing other challenges—also serve to draw attention to a special scholarship fund created by KRON and the Peninsula Community Foundation to help low-income, high-risk Bay Area students pay for college. Following each "Beating the Odds" report, viewers are encouraged to donate to the fund. Since 1997, KRON and its foundation partner have raised more than \$2.3 million to send 86 students to college.

KSON-AM/FM, KBZT-FM and KIFM-FM in San Diego teamed up with Azusa Pacific University in 2003 to honor San Diego's unsung heroes: local teachers. Once a month, the stations recognized a local teacher by awarding a plaque, prizes and a party for his or her class. At the end of the year, all of the selected teachers were honored at a private celebration at the San Diego Zoo. Listeners nominated teachers for the honor by submitting 500-word essays about their heroic qualities.

Putting Children First

KSEG-FM, KRXQ-FM, KDND-FM and KSSJ-FM in Sacramento raised \$330,000 for U.C. Davis Children's Hospital during a three-day radiothon in October. During the event, the stations' regular programming was interspersed with taped and live segments about patients who have been treated at hospital, research projects that have been completed and are under way, and appeals for listeners to call and pledge donations. "Because these stations reach a large part of the Sacramento area, the radiothon is a

fabulous opportunity to let people know about U.C. Davis Children's Hospital," said Karen Charney of the U.C. Davis Health System.

Making Communities Safer

KJDX-FM in Susanville teamed up with the California Highway Patrol to air PSA campaigns on driver safety during all of the major holiday periods in 2003. The airtime devoted to the "Drive Safe" spots was valued by the station at more than \$3,600.

Reducing and Preventing Violence

KNCO-AM in Grass Valley teamed up in 2003 with the Child Abuse Council of Western Nevada County to alert the community to the problem of violence toward children. KNCO aired interviews and PSAs in connection with the council's Fifth Annual Candlelight Vigil and played a critical role in informing the community about a change of venue due to rain. "The interviews were especially effective in informing the community about the very serious issues in our community," said the Child Abuse Council's Danita Sorenson.

Saving Lives by Discouraging Alcohol Abuse and Drunk Driving

The community affairs program, "De Viva Voz," on **KLNV-FM in San Diego** recently received the MADD Media Award from Mothers Against Drunk Driving for outstanding coverage of drunk driving issues. The main objective of the weekly program is to provide important information to the Hispanic community on topics ranging from health and education to child safety.

Supporting U.S. Troops

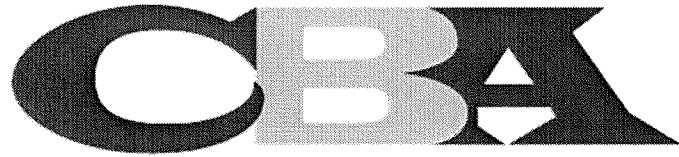
KMYI-FM in San Diego asked listeners to its "My Mornings" show to help provide temporary homes for pets with owners in the military who were deployed overseas. The effort started when KMYI received word that the San Diego County Animal Shelter at nearby Camp Pendleton was filled to capacity with animals that had been left behind by deployed servicemen and women. KMYI also supported the work of a community resident who started a foster network for members of the military who did not want to give up their pets. During the "My Mornings" program, hosts Jagger and Kristi regularly encouraged listeners to support the military by taking a pet into their homes. KMYI's work on behalf of the military pets was headlined by "My Mornings" mascot Hazel, an adorable red-and-white Jack Russell Terrier.

Making Communities Stronger

"Making It!" is a weekly half-hour show on **KTLA-TV in Los Angeles** that highlights the triumphs, challenges and contributions of minority business enterprises. The program works to promote economic empowerment by profiling minority entrepreneurs, providing advice and guidance on starting and expanding a business, and connecting viewers to

events and useful resources for minority entrepreneurs. Since its premiere in March 1989, "Making It!" has received more than 24 awards and citations from an array of government and business organizations, including three Emmy Awards for Best Informational/Public Affairs Series.

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Colorado Broadcasters Association

2004 Broadcasters' Report On Local Community Service

RESEARCH FINDINGS ON COLORADO BROADCASTER PUBLIC SERVICE
JANUARY 2003 - DECEMBER 2003

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EXECUTIVE SUMMARY

While both television and radio are undergoing their biggest change in decades, the transition to digital, our industry in many ways will stay the same. Since the early days of broadcasting, our business has been founded upon two cornerstones: localism and service to our communities. As an industry, we are in every community in Colorado and we serve each community according to its own local needs. The Colorado Broadcasters Association wanted to take this opportunity to share some data with you of which we are quite proud. We hope you, too, will be proud of the good deeds which Colorado broadcasters perform every day.

The Colorado Broadcasters Association (CBA), in partnership with the National Association of Broadcasters (NAB) conducted a quantitative survey of television and radio stations in Colorado to determine the extent of station engagement in public service activities. Mail, Internet, and fax surveys were completed between January and April 2004 using a 15-question survey. The survey took into account community service work performed between January and December of 2003. Fourteen commercial television stations and one hundred one radio stations in Colorado replied to the survey making up a response rate of 62%.

The results are impressive. Radio and television stations across Colorado raised more than \$20,400,000 for charities between January to December of 2003. Stations donated \$106,572,336 in airtime for Public Service Announcements on topics ranging from drug abuse prevention to the importance of voting.

Other highlights of the survey results include:

- Percentage of stations which helped charities through fundraisers, etc*
- Average amount raised through these efforts*
- Participation in disaster/weather emergency relief (on- and off-air)*
- Most popular (by percentage) topics of public service campaigns*
- Most popular (by percentage) topics of PSAs run*
- Other key statistics*

Statistics cannot tell the whole story of how broadcasters contribute to community development. The second part of the research program involved a series of interviews with the General Managers and Community Affairs Directors of television and radio stations around the state. The breadth and depth of the information collected was extraordinary.

Whether it is the major market television station, KOAA-TV in Colorado Springs encouraging the community to focus on major health issues by providing specialist and physicians to answer as many as 200 calls a month, KCNC-TV in Denver helping National Guard and Army Reserve families facing financial hardship by raising more than \$150,000 for distribution or KSMT-FM in Breckenridge joining forces with their sister stations KTUN-FM and KSKE-FM to organize a holiday effort to collect food, coats and toys for families in need.

Collecting these stories made it clearer than ever that those who live and work in the community truly know best how to serve their communities. Local broadcaster public service is truly an example of the adage that tells us that if something's not broken, there's no need to fix it.

*Marilyn C. Hogan
President/CEO*

Colorado Broadcasters Association

QUANTITATIVE RESEARCH FINDINGS

Colorado Public Affairs Summary

Introduction

Broadcasters have a mandate to serve the public interest of the communities in which they operate. Given the diversity of communities in the United States, there is a multitude of needs, which could be and are addressed over the public airwaves by broadcasters. Indeed, broadcasters are recognizably in a very unique position – every station in the country is a local station and very much a part of the community it is licensed to serve.

Public affairs activities are an integral part of broadcast stations' community involvement. Through public affairs activities, stations help increase awareness of issues that affect their audiences. Radio and television broadcasters invest both programming and non-programming time and efforts to educate and involve their communities. Programming activities include, but are not limited to, public service announcements wherein stations donate valuable commercial time for messages alerting the public about health threats and other issues. Stations also produce public affairs programs featuring in-depth discussions of problems and remedies. In addition to these programming efforts, broadcasters initiate or are involved in many activities and community groups aimed at educating and involving their communities.

While the ways in which broadcasters are involved in their communities may seem similar, every local broadcaster's efforts are different. Public service campaigns undertaken by stations nationwide integrate on-air and off-air efforts. Additionally, since each station cannot address every need of its given community as its top priority, stations each focus on different needs, thus addressing overall the diversity of issues within a community. In any given community, the local broadcasters' unique responses and approaches to the diversity of issues is also supplemented by major national efforts.

Our state association, in partnership with the National Association of Broadcasters, conducted a survey of television and radio stations in Colorado to determine the extent of

station participation in public affairs activities. A variety of methodologies were employed to reach stations – with mail, fax, and Internet surveys sent out between January and April 2004. The response rate of Colorado broadcasters was 62%, as 14 of the 19 commercial television stations licensed to the state (74%) are represented in the data, as are 101 of the 167 radio stations (61%).

The census revealed that Colorado radio and television stations contributed approximately 128 million dollars worth of service to their communities during 2003. The data were collected, tabulated and analyzed by Public Opinion Strategies, an Alexandria, Virginia-based opinion research firm.

Donating Time, Raising Money, and Responding to Community Needs

- ✓ Using mean figures to derive a per-station total, responding Colorado TV stations report running approximately 140 PSAs per week, with radio stations running 164. These figures combine all PSA spot times – from ten seconds or less up to 60 second PSAs. Using the reported rate charged for each of these spot lengths, these PSAs translate into a mean cumulative amount of \$1,620,372 a year per TV station responding, and \$453,804 per radio station responding.

The cumulative statewide totals based on these data show the total PSA value for Colorado TV stations as \$30,787,068 and \$75,785,268 for radio stations.

- ✓ All responding TV stations (100%) and all responding radio stations (100%) say they help charities, charitable causes or needy individuals by fund-raising or offering some other support. The mean amount raised by these TV stations was \$548,556, with responding radio stations reporting a mean of \$59,846. The projected cumulative amounts for this charitable giving is \$10,422,564 for TV stations and \$9,994,282 for radio stations who conducted some fundraising during the time period examined.

The charitable amount raised by responding TV stations ranged from \$15,000 up to \$3,000,000, with a range among radio stations of \$600 to \$1,300,000.

- ✓ More than four-in-ten responding Colorado radio stations (43%) and half of TV stations (50%) were involved in either on-air campaigns – either through local news broadcasts, PSAs, or public affairs programming – or off-air activities to aid the victims of disasters.

As one of the results of these efforts, broadcasters in the state reported raising over \$700,000 in direct contributions or pledges related to disaster relief during 2003.



PSAs also focus largely on local issues. Among responding TV stations, respondents say that an average of 49% of PSA time is devoted to local issues; the percentage of PSAs devoted to local issues among responding radio stations was 65%.

Broadcasters Addressing Important Topics

- ✓ The following table examines some specific issues and the response by responding stations. As in previous years, broadcasters continue to devote time and resources to addressing important and relevant topics.

Each respondent was asked to respond whether their station aired PSAs, locally produced public affairs programs/segments (not including news broadcasts), or news segments on each of the following topic areas. The numbers here are the percentages of all state TV and radio stations that say they have addressed a particular topic through one of those methods:

Issue	TV			Radio		
	PSA	PA Program	News Segment	PSA	PA Program	News Segment
AIDS	71%	0%	86%	43%	22%	48%
Alcohol abuse	93%	14%	79%	73%	38%	61%
Adult Educ./literacy	93%	14%	86%	65%	46%	52%
Anti-crime	79%	21%	86%	80%	52%	68%
Anti-smoking	93%	7%	86%	62%	41%	45%
Anti-violence	93%	36%	79%	81%	68%	72%
Breast cancer/other women's health	79%	43%	86%	81%	64%	62%
Children's issues	100%	36%	86%	79%	69%	78%
Drinking during pregnancy	43%	0%	71%	21%	11%	24%
Drunk driving	100%	7%	86%	78%	48%	67%
Drug use/abuse	93%	29%	86%	70%	48%	57%
Homeland security issues	64%	21%	79%	50%	31%	64%
Hunger/poverty/homelessness	86%	36%	71%	78%	54%	53%
Fund raising drives	79%	43%	57%	79%	63%	53%

Promoting Participation

- ✓ Fully 68% of responding radio stations and 30% of responding TV stations report airing public affairs programs of at least 30 minutes in length.
- ✓ The leading topics of public service campaigns by Colorado broadcasters in 2003 included poverty/hunger/ homelessness issues, health and disease issues (such as cancer), children's charities, local schools, national charities (such as Easter Seals, Goodwill, etc.), and armed forces/military. Some primary recipients included the American Cancer Society, Care and Share, March of Dimes, St. Jude's Hospital, and The Salvation Army.

Methodology Notes

Continuing our participation on this project with the National Association of Broadcasters, a number of continued refinements were made from 2001, including the addition of issues such as anti-smoking and homeland security matters as possible topics for news segments, public affairs programming, and PSAs. Market size and revenue data for stations was linked to survey data, allowing for more precise weighting and sample procedures.

QUALITATIVE RESEARCH FINDINGS

Highlights of Broadcaster Public Service

The statistics on broadcasters' community service are impressive, but they don't tell the whole story. To get an idea of the true flavor of local broadcaster public service performed every day in Colorado, we conducted in-depth interviews with television and radio station executives across the state. The result: lots of great stories about how different stations in different communities are devoting substantial resources—including money, airtime, staff time and more—to the unique needs of their communities and others.

The following is just a sampling of some of the stories we have collected about Colorado broadcasters' public service activities in 2003.

Supporting Our Troops

KCNC-TV “News 4” in Denver joined with the local United Way in February to launch a new fundraising campaign aimed at helping National Guard and Army Reserve families facing financial hardship. The United 4 Colorado Homefront Campaign lasted three months and raised more than \$150,000 for distribution through the Colorado National Guard Foundation and the American Red Cross. The highlight of the campaign was a one-day fundraising push on April 11, when KCNC set up a roadside donation center outside its studios so commuters could make a contribution without even getting out of their cars. KCNC on-air personalities were on hand to collect the donations, along with representatives of the Mile High United Way, which matched every \$1 donated to the effort with a contribution of 50 cents. Throughout the campaign, KCNC used PSAs and news coverage to highlight the financial hardships facing many families of National Guard and reserve troops in the wake of their deployment to Iraq and Afghanistan.

In May, **KKLI-FM, KVUU-FM, KMOM-FM and KCCY-FM in Colorado Springs** created Operation Grateful Nation, a fundraising drive benefiting the spouses and families of Army troops deployed from the city's own Fort Carson. More than 15,000 Fort Carson troops were deployed during 2003, leaving behind wives, husbands and children, most of whom depend on them for monetary, moral, family and child-rearing support. Operation Grateful Nation was held at a local mall and included the volunteer assistance of 40 staff members from the stations. KKLI, KVUU, KMOM and KCCY donated 30 hours of airtime to the event, including a four-station, six-hour live remote broadcast. In addition to accepting pledges, the stations sold t-shirts with a custom-designed event logo to raise funds. By the end of the campaign, Operation Grateful Nation raised over \$10,000 and benefited more than 250 military spouses and children.

Making Communities Stronger

After recognizing that the surging Latino population of surrounding Summit County had nowhere to go for Spanish-language information about community goings-on, **KSMT-FM in Breckenridge** created a new program, “Ritmo Latino.” The program is the result of a partnership between the station and the Family and Intercultural Resource Center, a local nonprofit organization serving the Latino population. With Latin music and Spanish-language information about everything from community services to immunizations for children, *Ritmo Latino* airs for two hours every Monday evening. The program is a break from the standard fare on KSMT, a modern rock station. “We felt it was important to give this growing segment of the community a voice,” said KSMT General Manager Lisa Korry Cheek. In a separate partnership with the Family and Intercultural Resource Center, KSMT joined forces with **KTUN-FM and KSKE-FM** to organize a holiday-season effort to collect food, coats and toys for families in need.

Building Healthy Communities

“Your Health First” is a public affairs campaign on **KOAA-TV in Colorado Springs** that focuses the community’s attention on one important health issue each month, while linking people to expert advice on the issue from doctors. On the third Tuesday of the month, the station’s health reporter, Jennifer Baker, anchors a news segment on issues ranging from heart health to breast cancer. At the same time, KOAA lines up four specialists and two primary care physicians to answer calls about the issue between 5 and 8 p.m. The doctors provide expert advice to as many as 200 callers a month, while referring people to hospitals and other physicians as necessary. KOAA heavily promotes the “Your Health First” hotline both in PSAs and during the news. According to the station’s Pat Cone, the service has resulted in numerous referrals to emergency room care. “We have people call in with problems or concerns, and the doctors will send them directly to the ER, so it’s really meeting a need,” she said.

Embracing Education and Youth

KJCT-TV in Grand Junction played a critical role in the success of the Mesa County Public Library District’s summer reading game, “Chews to Read.” According to Library District Director Terry Pickens, a record number of more than 2,800 children participated in the annual game, which seeks to mobilize youngsters throughout the county to read in 15-minute increments for a total of 8 hours during an 8-week period. To support the effort, KJCT produced and aired a PSA about the importance of reading during the summer months and joined with other businesses to produce hundreds of “Children First” book bags for distribution to those participants who read more than 50 books. KJCT’s PSA, Pickens said, “enlivened and encouraged participation in the game.” She added: “Without KJCT-TV and the Children First sponsors, our success would not be as dramatic or sustained.”

Helping Neighbors in Need

In the eighth year of its Stuff the Bus campaign, **KDZA-FM in Pueblo** collected nearly 23,000 pounds of donated food for Care and Share, a local food bank. Working with the local transit authority, the station arranged to pick up food donations at area businesses, homes and schools in a Pueblo city bus. KDZA personalities broadcast live from the bus throughout the two-day effort, encouraging listeners to call in to arrange a pick-up. By the end of the campaign, the station's listeners had filled two-and-a-half buses with donated food.

KUSA-TV in Denver partnered with the Salvation Army in 2003 for the Stuff for Students school supply drive. During the two-week campaign in July and August, the station called on viewers to donate school supplies through PSAs, news coverage and website support. The Salvation Army provided a big yellow school bus, collection barrels, warehouse space to hold the supplies and staff to distribute items to children on the free-lunch program. With the completion of the third annual Stuff for Students drive, enough supplies were collected to help more than 26,000 needy students in the five-county Denver area.

KCSJ-AM, KGHF-AM and KDZA-FM in Pueblo teamed up with local credit unions to collect 2,100 coats for individuals and families in need. Starting in November, the stations aired regular PSAs encouraging listeners to bring "lightly used" coats to any credit union in town so they could be distributed by Cooperative Care, a Pueblo organization serving disadvantaged and homeless residents.

Finding Homes for Animals

Two or three times a day, **KRKM-FM in Kremmling and KRKY-AM in Granby** broadcast two-minute interviews with representatives of their county animal shelters. During the interviews, which are taped twice a week to ensure that they remain up-to-date, the representatives of the shelters in Grand and Summit counties alert KRKM and KRKY listeners about new listings of pets for adoption. "If we put it on the air that there's a new batch of puppies or kittens at one of these shelters, it's a pretty good bet they'll be gone in no time," said the stations' general manger, M.R. Murray.

Putting Children First

A holiday campaign organized by **KNRC-AM in Denver** in partnership with the Starlight Children's Foundation and a local coffee chain collected 10,000 toys for children in area hospitals. The two-month effort kicked off in October, with KNRC airing a series of PSAs to encourage listeners to stop by one of the coffee stores with donations of new, unwrapped toys. The station also produced a number of live remote broadcasts from the collection locations during the morning drive-time period.

QUALITATIVE RESEARCH FINDINGS—CONNECTICUT

The statistics on broadcasters' community service are impressive, but they don't tell the whole story. To get an idea of the true flavor of local broadcaster public service performed every day in Connecticut, we conducted in-depth interviews with television and radio station executives across the state. The result: lots of great stories about how different stations in different communities are devoting substantial resources—including money, airtime, staff time and more—to the unique needs of their communities and others.

The following is just a sampling of some of the stories we have collected about Connecticut broadcasters' public service activities in 2003.

Helping Neighbors in Need

The WATR Sunshine Fund administered by **WATR-AM in Waterbury** awarded more than \$10,000 to a range of organizations and disadvantaged individuals and families in 2003. Started in the 1960s, the Sunshine Fund's coffers are filled throughout the year as WATR sponsors a variety of charity concerts and other events. Then, between Thanksgiving and Christmas, the station conducts an intensive on-air fundraising campaign for the fund, making regular appeals for donations from the community. The fund monies are disbursed during the holidays as quickly as they come in. "We try to wipe out the fund every year," said WATR General Manager Tom Chute, noting that beneficiaries in 2003 included a number of individual families and organizations such as the Salvation Army and a local charity that buys toys for underprivileged children.

WSTC-AM and WNLK-AM in Stamford/Norwalk served as "All Star Sponsor" of a 3-on-3 basketball tournament to benefit CTE, Inc., a community action agency serving low-income families in Stamford's South End and Waterside communities. The Gus Macker 3-on-3 Basketball Tournament, held in August, raised money for CTE's education and youth programs, including after-school programs and a Summer Academy. "We appreciate your ongoing support of CTE's efforts to assist low-income youth and families and are proud to have had (WSTC/WNLK) as a sponsor of our tournament again this year," wrote CTE's Alison Bowley Jordaan in a letter to the stations.

WCCC-FM "The Rock" in Hartford brought national recording artists STAIN'D to town in September for a charity concert that collected six tons of canned goods and nonperishables for Foodshare of Connecticut. The only way to gain admission to the concert was to make a food donation. In addition, for a month before the show, WCCC organized drop-off locations for food donations at various community locations, enticing listeners to contribute with offers of free tickets to the STAIN'D show. The concert, held at Hartford's Webster theater, attracted 1,000 fans for a night of music and a rockin' good cause.

The fifth annual Thanksgiving Food Drive spearheaded by **WCTY-FM in Norwich** collected 16,000 pounds of food, including 200 turkeys, for the Thames Valley Council

for Community Action. WCTY-FM morning host Jimmy Lane broadcast live for the duration of the food drive from the top of a tractor trailer parked in front of a local supermarket. From 5 a.m. on Thursday, November 6, to 7 p.m. on Friday, November 7, Lane was on the air calling on WCTY listeners to come out and make a contribution.

On October 31, **WPHH-FM in Hartford** participated in the first annual Greater Hartford Area Cans for Candy program. WPHH's job was to let listeners know about four locations in the Hartford and East Hartford metro area where residents could receive candy in exchange for contributions of canned items for area food banks. WPHH devoted two weeks of promotion to the effort on the station's website, as well as a week of on-air support leading up to the event. In addition, the station's "Street Team" was on hand at each of the drop-off locations to draw added attention to the effort.

Alcohol Abuse Awareness and Treatment

For six years, **WEFX-FM in Norwalk** has served as media sponsor of the We're In This Together Golf and Tennis Gala, an annual event to benefit Positive Directions, a local alcohol abuse treatment and prevention program. WEFX's support for the fundraiser includes an on-air PSA campaign to recruit participants, plus event staffing on the day of the gala. "Your radio coverage prior to and during the day of the event contributes greatly to the success of the day," wrote Positive Directions' Martha Hauhuth and Polly Lynch in a September thank-you letter to the station. According to WEFX's Robin Faller, the station lends its support to Positive Directions whenever possible. In 2003, WEFX handled the promotional duties for a benefit concert for the charity featuring nationally known singer Paul Williams. The station also used its public affairs and news programming during the year to highlight a variety of prevention issues, such as how to talk to teens about alcohol and illicit drugs.

Fighting Cancer

WKHL-FM "KOOL 96.7" in Stamford was the local radio sponsor of a charity walk that raised more than \$500,000 for the Bennett Cancer Center at Stamford Hospital. Since 1996, the walk has become Fairfield County's largest and most successful community fundraising event, raising more than \$3 million to support the center's high-quality care for cancer patients. Thanks in part to WKHL's intensive promotional efforts, the 2003 Bennett Cancer Center Walk attracted more than 3,000 walkers and runners. "We sincerely appreciate the extensive radio promotion you provided of our June 1 community event," wrote the center's Audrey Garro and Bobbi Jo Merth in a letter to the station. "Your efforts contributed to the ultimate success of our special event."

On October 14, **WRCH-FM "Lite 100.5" in Hartford** welcomed comedienne Rita Rudner to the city to headline the sixth annual Nite of Lite Laughter, with all proceeds going to breast cancer treatment and prevention. The admission-only festivities took place at the Bushnell Theater and included performances by Rudner and others, as well as a charity auction. Over the past six years, the Nite of Lite Laughter has raised close to \$300,000 for the Helen and Harry Gray Cancer Center at Hartford Hospital.

Domestic Violence Awareness and Prevention

During a radiothon for the Women's Center of Southeastern Connecticut, **WICH-AM in Norwich** helped raise more than \$27,000 to support the center's services for victims of domestic violence. WICH's live, four-hour broadcast included interviews with the center's staff, as well as with individuals who have been served by the center. Throughout the broadcast, WICH appealed to listeners to either call in or stop by with their pledges of support. WICH's work on behalf of the charity got a boost from a companion broadcast on sister station **WCTY-FM**.

Putting Children First

A first-ever Children's Miracle Network radiothon on **WDRC-FM in Hartford** collected \$156,000 for the city's Children's Medical Center. The three-day broadcast from the medical center cafeteria included pre-produced vignettes about the miraculous work the hospital does for children, as well as interviews with patients and their families and doctors. WDRC staff visited the hospital on a weekly basis over a period of months to plan the event and record the vignettes. "It's a great cause, and everyone at the station got involved," said WDRC's Grahame Winters.

On Christmas day, **WTIC-FM in Hartford** welcomed more than 1,300 disadvantaged children to Connecticut's premier performing arts center, The Bushnell, for three hours of entertainment, food and fun. The 18th annual We Are the Children Christmas Party was hosted by WTIC morning personality Gary Craig and made possible by contributions of cash, food, decorations and more—all coordinated by WTIC. Among other activities, the station organized a toy drive that collected more than \$250,000 worth of toys for the children. As part of the festivities, the children enjoyed a performance of the Christmas musical, "A Holiday of Hope." Each year, WTIC launches the We Are the Children campaign in early November with appeals for contributions from the community.

WDAQ-FM in Danbury collected more than 2,500 toys for disadvantaged children as a result of its annual Stuff a Bus campaign. The campaign places WDAQ on-air personalities at various community locations during a week in December, along with a bus provided by the local transit authority. With the WDAQ talent issuing regular on-air appeals for listeners to come out with their contributions, Stuff a Bus collects the toys for distribution by the Salvation Army. In 2003, WDAQ marked its 12th year as the principal organizer and sponsor of the effort.

Three times each morning for five weeks before Christmas, **WLAD-AM in Danbury** tells its listeners about the Christmas wish of a disadvantaged local youth. The station then encourages people to call the Department of Youth Services and offer to purchase the young person's desired gift. In 2003, the station's outreach led to the purchase of more than 50 gifts for young people in need. This was the station's eighth year as sponsor of a campaign that brings some much-needed holiday cheer to young people in the greater Danbury area.

WKSS-FM “KISS 95.7” in Hartford teamed up with Make-A-Wish Connecticut for KISS 95.7’s “Frosty the Show, Man!” concert. The December charity event included a star-studded line-up of national recording artists such as Jessica Simpson. WKSS devoted six weeks to promoting the event and, in the process, raised local awareness of Make-A-Wish through countless on-air mentions and links to the Make-A-Wish Connecticut website. Make-A-Wish received a portion of every ticket sold for the event to support its work granting the wishes of terminally ill children.

Supporting Local Nonprofits

The Community Champions program on **WTNH-TV in New Haven** draws public attention to a different community-serving nonprofit organization every quarter. The program was launched in late 2002 in cooperation with a local bank. WTNH’s role in the ongoing effort is to produce a PSA and news feature about the work of the organizations selected as Community Champions. “We try to encourage people to take notice of these organizations and support them in any way possible, whether it’s by making a cash contribution or volunteering their time,” said WTNH’s Erika Lee. Each of the honorees also receives a \$25,000 contribution from WTNH’s partner, Citizens Bank. Among the organizations that benefited from the program in 2003 were a local nonprofit playhouse, a transitional housing facility for individuals escaping drug addiction and homelessness, and a group that refurbishes old buildings to be occupied by disadvantaged individuals and families.

Embracing Education and Youth

Fox 61 Student News is an innovative community service initiative launched in the mid-1990s by **WTIC-TV and WTXN-TV in Hartford** to provide young people with real-world experience in broadcast journalism and production. In its ninth year in 2003, the program teamed the stations with nearly 300 Connecticut high schools and middle schools to engage students in writing, producing, directing, videotaping and editing their own 1-minute news stories. In addition to airing the best of the student-produced news stories at a rate of 40 stories per week, WTIC and WTXN provide students with written critiques of their work. The stations also host a day-long teacher workshop about the initiative every September and send station personnel to schools to explain how Fox 61 Student News works. According to WTIC/WTXN Community Affairs Manager Amanda Gumbs, Fox 61 Student News is part of the stations’ long-term commitment to promote excellence in education for all children and youth.

Salvation Army

WHCN-FM and WVIT-TV in Hartford teamed up with the Salvation Army to sponsor the 5th annual State Capitol Easter Egg Hunt. During the event, more than 300 children under 12 years of age hunted for thousands of treat-filled plastic Easter eggs on the capitol building grounds. In order to participate in the event, kids and their parents had to bring a canned good as a contribution to the local Salvation Army chapter. The Salvation

Army also raised funds at the event by providing face painting, balloon animals and photos with the Easter Bunny.

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CONNECTICUT BROADCASTERS ASSOCIATION

COMMUNITY SERVICE

Research Findings

Broadcaster Public Service Activities

from

January 1, 2003 – December 31, 2003

by

Connecticut Radio & Television

Broadcast Stations



Connecticut

Section **14**

INSIDE

STORM WATCH

After four hurricanes in Florida, snowbirds worry and wait. **3**

PESTICIDES AND WHAT ELSE?

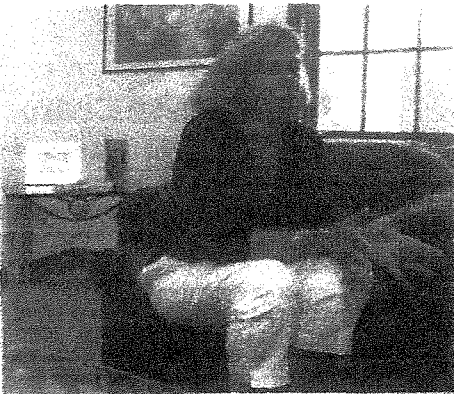
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BROADCAST NEWS

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Lost Dogs and Other Stories From S



Photographs by Scott Mullin for The New York Times

By FRAN SILVERMAN

THE call about the missing dog came at 6 a.m., when Dale Jones, a D.J. at WZBG-FM (97.3), was already well into his morning show. But he was quick to let his listeners know.

"The collie was last seen on Michigan Avenue in Torrington," he told the audience that day in mid-August. After that, he segued into a call-in, asking listeners to tell him their best jokes.

Meanwhile, from his news desk next to the studio where he had been since 3 a.m., Jeff Zeiner, the news reporter and anchor, was chasing information about Thomaston voters, who turned down a proposed \$21.8 million budget for a third time.

Lost dogs and the budget woes of small towns are a centerpiece of programming at WZBG, a small independent adult contemporary station in Litchfield with a family-friendly format.

"We can't offer them what the big boys can," said Mr. Jones, who is also the station's program director. "If we didn't offer local news, we couldn't survive."

Most radio stations in Connecticut — more than 40 — are owned by large broadcast networks. WZBG, which began broadcasting in 1992, is one of 28 commercial independent stations left in the state. It is owned by the actress Susan Saint James and her husband, Dick Ebersol, the chairman of NBC Universal Sports, along with their friend Virginia Mortara. All live in Litchfield.

While being independently owned has its advantages — more freedom for the D.J.'s, fewer corporate dictates — it has its challenges too, especially in financial matters. It has survived, its executives say, by carefully managing finances and by staying firmly anchored to the local community.

WZBG's studio is a block from the Litchfield Green in a small building in the back of a shopping center. But its 3,000-watt signal stretches from Granby in the north to Wal-

10. Here, multitasking and being multifaceted is crucial.

"We all have to do a little bit of everything," Mr. Jones said.

In August, when an armed man robbed a gas station and police helicopters were scouring the area for the culprit, the telephones lit up with elderly citizens concerned there had been a terrorist attack, said Karleen Smith, an advertising sales representative. Ms. Smith hung up with her clients to calm callers down while the afternoon D.J. tried to get information from the police.

When a freak ice storm struck the area last November, causing a blackout, Jennifer Parsons, the general manager, trekked to the station's tower in Torrington to switch on the generator manually.

"Things go wrong all the time, so people have to come in here and be ready to punt," said Ms. Parsons, who lives just down the road from the studio.

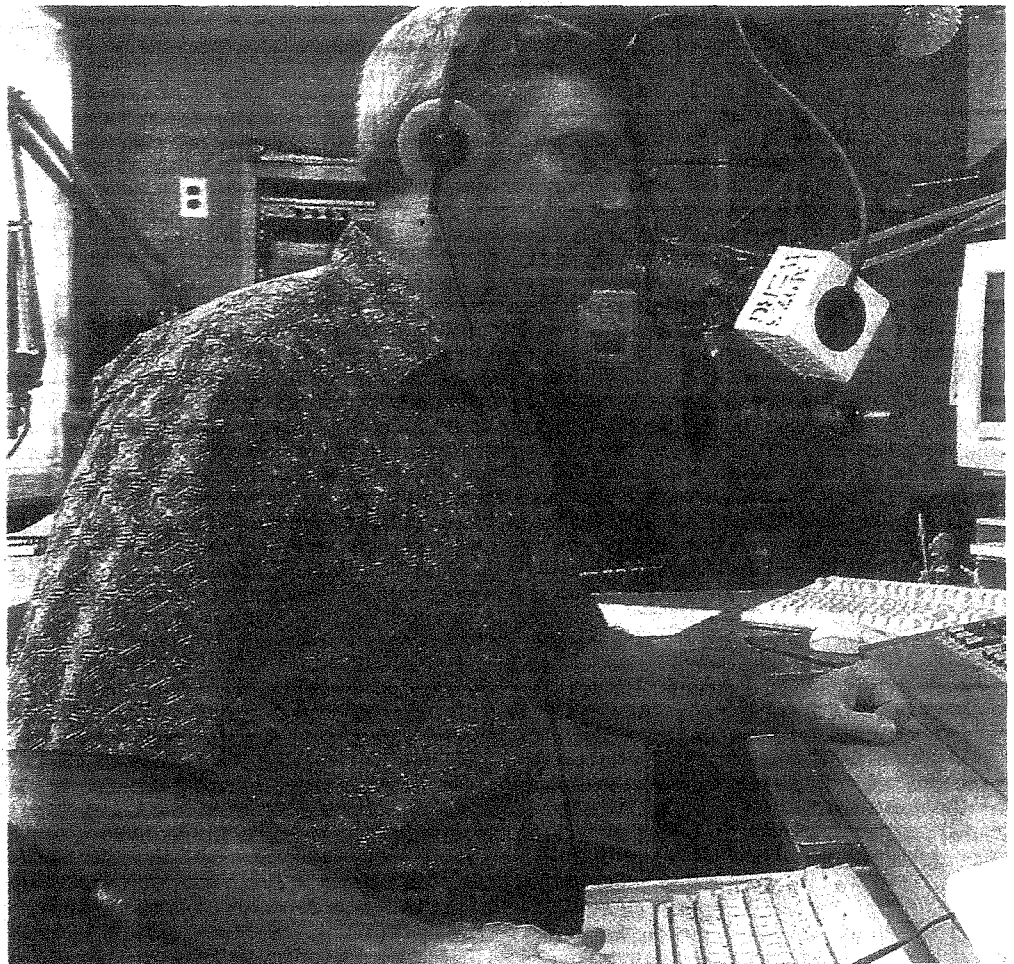
A big problem is maintaining advertising income. Since the station was founded, rates have risen to about \$25 from about \$3 for a one-minute commercial. That is low compared with the hundreds of dollars charged

by stations owned by bigger networks. But still, Ms. Parsons explained, the station must be sure to keep rates low enough so that small, local businesses can afford them, yet high enough to stay in business.

The station cannot afford the fee to subscribe to the ratings service Arbitron, Ms. Parsons said, and so the size of its audience is unclear. This complicates the sale of advertising because it is hard to explain the demographics to national advertisers who prefer big-city stations.

In the area, Hartford's WYFZ-FM (92.5), a country music station owned by Clear Channel Communications, and WRCH-FM (100.9), a soft adult contemporary music station in Hartford owned by Infinity Broadcasting/Viacom, competes for advertising. Local advertisers can also turn to cable and newspapers, Ms. Parsons said.

WZBG airs 60 percent local advertising and 40 percent national advertising. Between music licensing fees, Federal Communications Commission fees, the increasing number of unpaid public service announcements the station airs and a weakened economy, turning a profit is becoming



Small-Town Radio

tougher.

"It's getting harder and harder to keep my lights on," Ms. Parsons said. "I am as tight as the day is long. My staff hasn't had a raise in a couple of years."

In this season, local political advertising provides revenue, even though the station can only charge its lowest rates for that. And the F.C.C. requires the station to file reports on these advertisements; the paperwork involved is becoming overwhelming, Ms. Parsons said.

The station sticks to its FM format — a mix of music, talk, news and service information. There is a live D.J. in the morning, and one more in the late afternoon and early evening. In between, the station broadcasts satellite programming from Colorado. At night, the Colorado programming switches on again.

There is some live programming on the weekends.

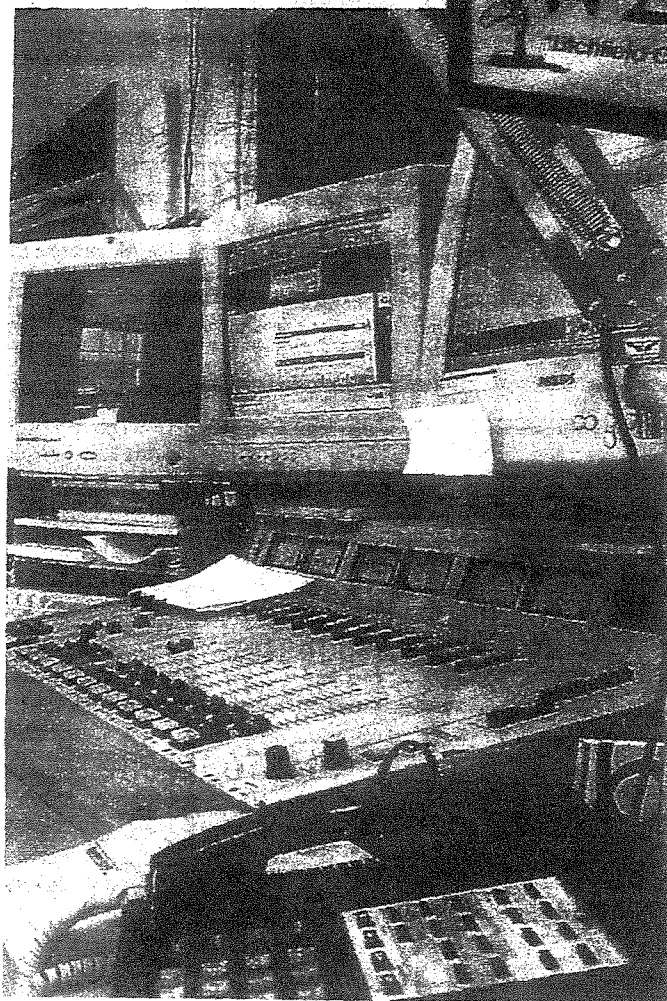
Ms. Parsons would like to hire a D.J. for a live midday broadcast, and to do more live broadcasts in general, but said she did not envision when the station would be able to afford that.

The station's ties to the community are deep. The D.J.'s are all homegrown, and everyone on staff understands how important it is to connect with the locals.

Theresa Lipeika, the office manager, answers the telephones and handles the front door, not always pleasant jobs. There was an instance over the summer when a woman who had won a prize came in, was babbling almost incoherently and resisted leaving, Ms. Lipeika said.

Then there is "grumpy," she added, the elderly man who calls frequently to complain about town issues. Sometimes, listeners will bang on the window of the D.J. booth from the parking lot.

"Listeners feel they have a connection to us," Ms. Lipeika said.



Dale Jones, a D.J. at WZBG-FM in Litchfield, and also its program director, in the studio. The station is one of 28 independents in Connecticut. Top left, Jennifer Parsons, the station's general manager.

EXECUTIVE SUMMARY

Although broadcasters are making the transition from analog to digital, there is one thing that remains constant: *the commitment to operate in the public interest*. Broadcasters play a vital and active role in every community across Connecticut and CBA is proud of the good work the stations do for our citizens. The CBA wants to take this opportunity to share some data with you. We trust you will share our pride in the good deeds which Connecticut broadcasters perform every day - after you review the data to follow.

The National Association of Broadcasters (NAB) conducted a national survey of public service activity supplied by the nation's broadcasters.-- a total of **\$9.6 billion** was contributed!!

The NAB in partnership with CBA conducted a quantitative survey of commercial television and radio stations in Connecticut to determine the extent of station engagement in public service activities in 2003. Mail, Internet, and fax surveys were completed between January and April 2004 .

Not all of the stations in Connecticut were able to responded to the survey in time to be included in the summary figures; however, the donated air time is nonetheless remarkable.

The survey revealed that Connecticut radio and television stations contributed approximately **\$132,000,000** worth of service to their respective communities during 2003.

Public Service Announcements (PSAs) use up valuable air time but Connecticut broadcasters contributed a total of **\$124,078,128!** Connecticut TV stations contributed **\$13,639,808** and radio stations **\$110,438,808!**

In addition to PSA activity, stations helped charitable causes, by fund raising or offering other support. The projected cumulative amount for this charitable giving is **\$7,759,688**. TV stations contributed **\$1,126,688** and **\$6,633,000** by radio stations who conducted fundraising during the time period examined.

The time donated covered many issues of public concern: Fund raising drives; Hunger/poverty/homelessness; Drug use/abuse; Alcohol abuse; Drunk driving; Anti-crime; AIDS; Homeland security issues; Anti-violence; Drinking during pregnancy, etc.

Statistics can't tell the human story of how broadcasters contribute to community life and development. You are encouraged to discuss these data with station personnel involved with the operation from which the statistics were obtained.

That's what it's all about -- "Bringing Community Service Home"



Connecticut Public Affairs Summary

Introduction

Broadcasters have a mandate to serve the public interest of the communities in which they operate. Given the diversity of communities in the United States, there is a multitude of needs which could be and are addressed over the public airwaves by broadcasters. Indeed, broadcasters are recognizably in a very unique position – every station in the country is a local station and very much a part of the community it is licensed to serve.

Public affairs activities are an integral part of broadcast stations' community involvement. Through public affairs activities, stations help increase awareness of issues that affect their audiences. Radio and television broadcasters invest both programming and non-programming time and efforts to educate and involve their communities. Programming activities include, but are not limited to, public service announcements wherein stations donate valuable commercial time for messages alerting the public about health threats and other issues. Stations also produce public affairs programs featuring in-depth discussions of problems and remedies. In addition to these programming efforts, broadcasters initiate or are involved in many activities and community groups aimed at educating and involving their communities.

While the ways in which broadcasters are involved in their communities may seem similar, every local broadcaster's efforts are different. Public service campaigns undertaken by stations nationwide integrate on-air and off-air efforts. Additionally, since each station cannot address every need of its given community as its top priority, stations each focus on different needs, thus addressing overall the diversity of issues within a community. In any given community, the local broadcasters' unique responses and approaches to the diversity of issues is also supplemented by major national efforts.

Our state association, in partnership with the National Association of Broadcasters, conducted a survey of television and radio stations in Connecticut to determine the extent of station participation in public affairs activities. A variety of methodologies were employed to reach stations – with mail, fax, and Internet surveys sent out between January and April 2004. The response rate of Connecticut broadcasters was 73%, as 5 of the 8 commercial television stations licensed to the state (63%) are represented in the data, as are 49 of the 66 radio stations (74%).

The census revealed that Connecticut radio and television stations contributed approximately 132 million dollars worth of service to their communities during 2003. The data were collected, tabulated and analyzed by Public Opinion Strategies, an Alexandria, Virginia-based opinion research firm.

Donating Time, Raising Money, and Responding to Community Needs

Using mean figures to derive a per-station total, responding Connecticut TV stations report running approximately 141 PSAs per week, with radio stations running 344. These figures combine all PSA spot times – from ten seconds or less up to 60 second PSAs. Using the reported rate charged for each of these spot lengths, these PSAs translate into a mean cumulative amount of \$1,704,976 a year per TV station responding, and \$1,673,308 per radio station responding.

The cumulative statewide totals based on these data show the total PSA value for Connecticut TV stations as \$13,639,808 and \$110,438,328 for radio stations.

All responding TV stations (100%) and radio stations (100%) say they help charities, charitable causes or needy individuals by fund-raising or offering some other support. The mean amount raised by these TV stations was \$140,836, with responding radio stations reporting a mean of \$100,500. The projected cumulative amounts for this charitable giving is \$1,126,688 for TV stations and \$6,633,000 for radio stations who conducted some fundraising during the time period examined.

The charitable amount raised by responding TV stations ranged from under \$1,000 up to \$418,000, with a range among radio stations of \$3,333 to \$1,500,000.

Almost four-in-ten (39%) responding Connecticut radio stations and 20% of TV stations were involved in either on-air campaigns – either through local news broadcasts, PSAs, or public affairs programming – or off-air activities to aid the victims of disasters.

As one of the results of these efforts, broadcasters in the state reported raising over \$129,000 in direct contributions or pledges related to disaster relief during 2003.

PSAs also focus largely on local issues. Among responding TV stations, respondents say that an average of 55% of PSA time is devoted to local issues; the percentage of PSAs devoted to local issues among responding radio stations was 73%.

Broadcasters Addressing Important Topics

The following table examines some specific issues and the response by responding stations. As in previous years, broadcasters continue to devote time and resources to addressing important and relevant topics.

Each respondent was asked to respond whether their station aired PSAs, locally produced public affairs programs/segments (not including news broadcasts), or news segments on each of the following topic areas. The numbers here are the percentages of all state TV and radio stations who say they have addressed a particular topic through one of those methods:

Issue	TV			Radio		
	PSA	PA Program	News Segment	PSA	PA Program	News Segment
AIDS	33%	33%	83%	73%	67%	61%
Alcohol abuse	67%	33%	83%	82%	67%	80%
Adult educ./literacy	83%	33%	67%	78%	71%	80%
Anti-crime	33%	67%	83%	78%	84%	80%
Anti-smoking	83%	33%	67%	61%	59%	67%
Anti-violence	83%	50%	83%	76%	78%	82%
Breast cancer/other women's health	67%	33%	83%	94%	69%	76%
Children's issues	83%	83%	83%	82%	84%	86%
Drinking during pregnancy	33%	0%	50%	31%	51%	69%
Drunk driving	83%	33%	83%	88%	59%	82%
Drug use/abuse	83%	50%	83%	82%	65%	84%
Homeland security issues	83%	33%	67%	82%	78%	76%
Hunger/poverty/homelessness	100%	50%	67%	90%	71%	90%
Fund raising drives	100%	50%	67%	92%	82%	76%

Promoting Participation

Fully 75% of responding TV stations and 86% of responding radio stations report airing public affairs programs of at least 30 minutes in length.

The leading topics of public service campaigns by Connecticut broadcasters in 2003 included national charities (such as Easter Seals, Goodwill, etc.), poverty/hunger/homelessness issues, and health and disease issues (such as cancer and women's health). Some primary recipients included the Susan G. Komen Foundation, Connecticut Children's Medical Center, March of Dimes, Toys for Tots, and The United Way.

Methodology Notes

Continuing our participation on this project with the National Association of Broadcasters, a number of continued refinements were made from 2001, including the addition of issues such as anti-smoking and homeland security matters as possible topics for news segments, public affairs programming, and PSAs. Market size and revenue data for stations was linked to survey data, allowing for more precise weighting and sample procedures.

QUALITATIVE RESEARCH FINDINGS—HAWAII

The statistics on broadcasters' community service are impressive, but they don't tell the whole story. To get an idea of the true flavor of local broadcaster public service performed every day in Hawaii, we conducted in-depth interviews with television and radio station executives across the state. The result: lots of great stories about how different stations in different communities are devoting substantial resources—including money, airtime, staff time and more—to the unique needs of their communities and others.

The following is just a sampling of some of the stories we have collected about Hawaii broadcasters' public service activities in 2003.

March of Dimes

In the first year of a partnership with the March of Dimes, **KUMU-FM and KAHA-FM in Honolulu** handled all promotional duties, as well as other tasks, for a "Poker Run" fundraising event. During the early August event, more than 300 motorcycle riders visited various locations in and around Honolulu to collect poker cards and, hopefully, a winning hand. Participants paid to take part in the event, with all proceeds going to the March of Dimes and its efforts to prevent premature birth and birth defects. KUMU and KAHA produced and aired PSAs promoting the event, in addition to providing a vital organizing assist and putting together an after-party for the participants complete with live entertainment.

KHNL-TV and KFVE-TV in Honolulu have helped the March of Dimes with its premiere fundraiser, WalkAmerica, for the last 10 years. As the statewide media sponsor of the event, KHNL and KFVE produce PSAs and customizes national spots with local information for broadcast on all Hawaii stations. In addition to airing the PSAs to encourage people to participate in the event, the stations produce event-related news coverage and provides an emcee and volunteers for the walk. The 33rd Annual WalkAmerica collected a grand total of \$360,000, thanks in part to the hard work of KHNL and KFVE.

American Cancer Society

KWXX-FM, KNWB-FM and KPUA-AM in Hilo played a starring role in the success of the 2003 Moonlight Madness Relay for Life, which netted \$170,000 for the American Cancer Society. Held at Hilo's Wong Stadium, the July relay attracted nearly 1,500 participants and between 3,000 and 4,000 spectators for a full night of walking to support cancer prevention and treatment. In addition to airing promotional PSAs encouraging people to participate and form relay teams, KWXX, KNWB and KPUA produced a live, 12-hour broadcast from the site. "The stations' support has been invaluable in building this event," said Donna Chalmers, executive director of the East Hawaii Unit of the American Cancer Society. Chalmers added that the proceeds from the event help fund critical services such as transportation to get cancer patients to and from the Big Island

for treatments. In recognition of the longtime support of KWXX, KNWB and KPUA, the American Cancer Society recently established the John F. Leonard Business of the Year Award. The award is named for the former station executive who passed away in 1996.

Connecting Citizens and Government

KHVH-AM in Honolulu, Hawaii welcomed Hawaii Governor Linda Lingle to its studios every Monday morning for 55 minutes of back-and-forth with her constituents on the “Rick Hamada Show.” The goal of the weekly chats, explained Hamada, is to keep citizens informed about important issues facing the state. “This is a public service to give people access to the governor each week and ask questions,” he said. Lingle’s first regular appearance on KHVH was on January 6, and the governor’s staff was working with other radio stations throughout the islands to expand the program’s reach. Also going on the air to answer listeners’ questions on KHVH was Honolulu Mayor Jeremy Harris, who took questions from 4 to 5 p.m. every Wednesday.

Drug Abuse Awareness and Prevention

KITV-TV, KBFD-TV, KHNL-TV, KFVE-TV, KIKU-TV, KHON-TV, KGMB-TV and KWHE-TV in Honolulu, Hawaii joined together to preempt regular prime-time programming for an hour-long broadcast on Hawaii’s biggest drug problem. “Ice: Hawaii’s Crystal Meth Epidemic” aired simultaneously on the stations at 7 p.m. on September 24, introducing residents of the islands to the methamphetamine problem and some of the keys to drug prevention. Some of the stations produced their own programming to follow the independently produced special, with KHON assembling an hour-long panel discussion on the topic with Governor Linda Lingle and Lt. Governor James Aiona.

Helping Neighbors in Need

In the 14th year of its partnership with the Hawaii Food Bank, **KGMB-TV in Honolulu** once again played a key role in the success of the organization’s annual statewide food drive. In addition to airing a heavy schedule of PSAs and news coverage before, during and after the event, KGMB produced a video providing businesses with helpful information on how to organize their own food drives to support the larger effort. “There is absolutely no way we could get the word out to the public or be able to raise public awareness of the widespread hunger in Hawaii and how many people are in need without the strong support of KGMB,” said the food bank’s director of development, Polly Kauahi. The 2003 food drive, Kauahi added, netted a record total of 500,000 pounds of food and \$385,000 in cash contributions.

KPOA-FM, KLHI-FM, KJMD-FM, KNUI-AM/FM and KMVI-AM in Maui joined with the Salvation Army and the U.S. Marines to collect more than 5,000 toys for needy children on the island during the 2003 holiday season. The annual Toys for Tots campaign was a chart-topping success thanks to heavy promotion across the six stations, including countless live broadcasts from toy drop-off locations throughout the

community. In addition to beating their target of collecting 4,000 toys, the stations raised more than \$6,000 in cash to support the effort.

During two days of live “call-in” broadcasts from a local grocery store, **KAIM-FM in Honolulu** gathered up four truckloads of donated nonperishable items for the Hawaii Food Bank. The holiday season campaign called on KAIM personalities Dave Lancaster, Kim Harper, Michael T. and Katie D. to take shifts outside the store and issue on-air appeals to KAIM listeners to come out and donate some groceries. All of the donated goods were then distributed by the food bank to homeless shelters and other agencies serving individuals and families in need.

Special Olympics

In another of the wacky stunts he’s famous for, on-air personality Blunt of **KPOI-FM in Honolulu** climbed aboard a tricycle and jumped over an inflatable pool full of poi, the pasty Hawaiian staple made from the root of the taro plant. The reason for the stunt was to draw added attention to a fundraising event in which six teams of police officers were camped out on the roofs of local supermarkets until each collected \$10,000 in pledges for Special Olympics. In addition to organizing Blunt’s jump—which was successful, by the way—KPOI and its sister stations, KDDB-FM and KQMQ-FM, aired a live broadcast featuring interviews with the police participating in the “Cop on Top” promotion and encouraged listeners to support the fundraising effort. Thanks in large part to the stations’ support, each of the “Cop on Top” teams met its fundraising goal, meaning the promotion resulted in \$60,000 in new funds for Special Olympics.

Youth and Education

In March, **KCCN-FM in Honolulu** organized a fundraising concert and dance that netted \$8,000 for a local high school. The station signed up a traditional Hawaiian band and handled all of the other organizational details for the Castle Ohana Bash (“Ohana” means “family”), which benefited Castle High School in Kailua. The concert was one of two that the station organized for local schools in 2003. The schools sold tickets to the events, as well as food and beverages. According to KCCN’s Scott Mackenzie, the concerts are designed to create a community connection to the schools, attracting families and residents for an evening of music and fun.

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QUALITATIVE RESEARCH FINDINGS—IDAHO

The statistics on broadcasters' community service are impressive, but they don't tell the whole story. To get an idea of the true flavor of local broadcaster public service performed every day in Idaho, we conducted in-depth interviews with television and radio station executives across the state. The result: lots of great stories about how different stations in different communities are devoting substantial resources—including money, airtime, staff time and more—to the unique needs of their communities and others.

The following is just a sampling of some of the stories we have collected about Idaho broadcasters' public service activities in 2003.

Protecting Victims of Domestic Violence

KIVI-TV in Boise initiated a new partnership with the Boise Women and Children's Alliance in 2003. All year long, the station engaged in a range of on-air and off-air activities to support the organization's efforts to provide housing and other services to women and children escaping from abusive men. "We are seeing an emerging problem where women are in these destructive relationships and they have to escape, often with children in tow," explained KIVI Vice President and General Manager Scott Eymmer. In response, KIVI aired a heavy schedule of PSAs and news stories about the problem and about the work of the Alliance, including its need to furnish a newly built shelter for women and children. The station also produced a "mini-telethon" for the Alliance. During the four-hour early evening broadcast, KIVI on-air personalities appeared live during every commercial break to encourage viewers to donate to the charity, while raising awareness that there's help for victims of domestic violence. "The best thing about working with KIVI was getting our name out there so people in trouble knew who to call for help," said Janice Johnson, the executive director of the Alliance. "Overall, we thought it was a great success."

Helping Neighbors in Need

After a report came out indicating that the poverty level in surrounding Nez Perce County had reached an alarming 16 percent, **KATW-FM in Lewiston** set out to help. The station's "24 Hours to Fight Hunger" campaign called on listeners to drop by several locations in the community with donations of food and cash for the Idaho Food Bank. As part of the effort, the station convinced a local grocery store to remain open for the entire 24-hour broadcast so people could come out and do their part for hungry families. All totaled, the station collected 2,000 pounds of food and \$2,000 in contributions during the first year of what promises to be an annual campaign.

The "Christmas for Kids" campaign organized by **KMVT-TV in Twin Falls** celebrated its 20th year in 2003 by collecting more than 3,000 toys for needy children in the area. As always, the station kicked off the campaign with "Christmas in the Nighttime Sky," a fireworks display and holiday celebration held on the grounds of a local nursery. "It's a

great event, with people coming out for a couple hours and sitting around bonfires, drinking hot chocolate and listening to holiday music,” said KMVT’s Lee Wagner. During the Christmas for Kids campaign, KMVT placed barrels in retail outlets throughout the community for one month so residents could donate toys, as well as cash contributions. The station then served as a clearinghouse for the Salvation Army and other agencies that distributed the toys throughout the area.

News Director Dick Haugen of **KVNI-AM in Coeur D’Alene** collected \$850 during a month of on-air appeals on behalf of a local charity for needy families. Haugen broadcast from a variety of community locations throughout December and encouraged KVNI listeners to drop by with contributions for the Christmas for All Fund administered by the *Coeur D’Alene Press*. The partnership between KVNI and the *Press* goes back many years, according to KVNI’s Susan McIver. With the funds raised by KVNI and others, the *Press* provides cash and other gifts to families facing poverty and other crises.

Putting Children First

An 18-hour telethon on **KIDK-TV in Idaho Falls** raised \$119,000 for Primary Children’s Medical Center in Salt Lake City. During the June broadcast, KIDK on-air personalities interviewed patients and staff from the medical center, accepted check presentations from area businesses and individuals, and appealed to viewers to phone in with their pledges of support. KIDK has sponsored the telethon for 13 years—a reflection of the fact that as many as one-fourth of the patients at Primary Children’s come from eastern Idaho. Other KIDK-sponsored events during the year that benefited the Children’s Miracle Network facility included a “Fright Farm” where area residents paid to experience the many horrors of a Halloween-themed barn in Idaho Falls.

Environmental Cleanup

In its fourth year, the annual Boise River Cleanup organized by **KRVB-FM in Boise** attracted 300 area residents to the riverbanks to get rid of the mess left behind after the summer float season. The event is a partnership between Idaho Rivers United, the Idaho Department of Parks and Recreation, and KRVB, which has developed a database of local volunteers it calls the “Green Team” to work on environmental and other service projects in the community. In other activities during 2003, KRVB organized the Green Team to clear cross country ski trails and to participate in Rake Up Boise, an annual event where volunteers rake leaves at the homes of elderly and disabled residents.

Cancer Awareness and Prevention

In May, **KOZE-AM/FM in Lewiston** sponsored its sixth annual Pink Ribbon Luncheon to raise awareness of breast cancer in the community. Working with the local chapter of the American Cancer Society, the station lined up speakers for the event and worked with local health agencies to set up educational displays and information booths. KOZE-AM/FM also handled all of the promotion for the event, producing brochures and airing a series of promotional spots that helped sell a total of 250 tickets. “It has become the

biggest breast cancer-related event in the community,” said KOZE Sales Manager Lisa Jensen, who serves as president of Pink Ribbon Inc., a nonprofit agency established by the station to solicit contributions for the event.

Youth and Education

In 2003, **KBCI-TV in Boise** marked the sixth anniversary of the “KBCI School-to-Work Academy,” a four-week course of study about the television industry for local high school students. During the summer program, between 10 and 15 students spent four hours at the station every weekday learning about all aspects of station operations. As part of the academy, the students worked together to produce a special 20-minute program on a topic of their choice, with the program airing on KBCI. Although the course focuses on the TV industry, KBCI places a great deal of emphasis on exposing students to the requirements and expectations of a professional work environment. In addition to providing the course as a service to the community, KBCI donated more than \$30,000 in airtime and production services to the program in 2003. Since the station started the program, it has welcomed three former Academy participants as KBCI employees—proof positive that participation in the program pays off.

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QUALITATIVE RESEARCH FINDINGS – ILLINOIS

The statistics on broadcasters' community service are impressive, but they don't tell the whole story. To get an idea of the true flavor of local broadcaster public service performed every day in Illinois, we conducted in-depth interviews with television and radio station executives across the state. The result: lots of great stories about how different stations in different communities are devoting substantial resources—including money, airtime, staff time and more—to the unique needs of their communities and others.

The following is just a sampling of some of the stories we have collected about Illinois broadcasters' public service activities in 2003.

When Disaster Strikes

When two tornadoes touched down last May in Canton, Missouri and Lima, Illinois, **WGEM-AM/FM and WGEM-TV in nearby Quincy** were there, advising residents about the path of the twisters and lending vital support to local recovery efforts. WGEM Operations Manager Jim Lawrence and Meteorologist Beau Hicks were on the scene minutes after the storm hit and led WGEM's continuous live coverage of the tornadoes, which destroyed scores of buildings and injured many but, fortunately, caused no loss of life. When the time came to clean up after the storm, WGEM kept the community's attention on the need for help. Over several months, the radio and TV stations lent vital on-air support to a fundraising effort launched by Canton's Stockton College to pay for repairs to its tornado-ravaged athletic facility. The stations also played a key role in the local Salvation Army's efforts to restock its food pantries after they were depleted during the tornado recovery. Using the radio and TV airwaves, the stations aired PSAs in support of the Salvation Army's Fall Harvest food drive and sponsored a street-corner holiday kettle campaign that netted \$30,000 toward a \$250,000 fundraising total.

Helping Neighbors in Need

Illinois radio stations **WLBK-AM in DeKalb; WRAM-AM and WMOI-FM in Monmouth; WAIK-AM in Galesburg; WLRB-AM, WKAI-FM and WLMD-FM in Macomb; WBYS-AM/FM in Canton/Peoria; and WPWQ-FM in Mount Sterling/Quincy** joined with their sister stations in Iowa and Wisconsin to collect 70,000 pounds of food, toys and clothes for Midwesterners in need. The end-of-the-year "Freezing for Food" campaign called on the stations' on-air personalities to broadcast from refrigerated trucks until listeners delivered a targeted amount of donated food and other items. "We are obviously proud of our staff for their hard work and commitment to their communities," said the stations' president and CEO, David Madison. "This year's 'Freezing for Food' was successful due to the overwhelming support of all the communities, which is especially important so close to the holidays."

The Neediest Kids Fund administered by **WGN-AM in Chicago** marked its 35th year in 2003 by awarding \$997,000 to 68 local agencies serving children. The brainchild of a